

DEVMT

Diploma in Event Management

**Assignments for students admitted in
July 2024 and January 2025 sessions**



**School of Continuing Education
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110068**

IMPORTANT
ASSIGNMENTS 1-5

Programme: DEVMT

Dear Learners,

You will have to do five assignments as part of Diploma in Event Management. **DOING ALL FIVE ASSIGNMENTS IS COMPULSORY.** Each assignment has three parts – Long Answer Questions, Medium Answer Questions and Short Answer Questions. Each assignment carries 100 marks - 30 marks for Long Answer Question; 40 marks for Medium Answer Questions; and 30 marks for Short Answer Questions.

Objectives: The assignments are part of your evaluation and the marks will be carried in your grade sheets (refer to Section 7 on Evaluation in your Programme Guide). Another objective of the assignments is to assess how well you have understood the concepts explained in the various Blocks of every Course. This is assessed through the questions given in the assignments. Since the Diploma Programme aims to impart to you the requisite knowledge, understanding and skills, the purpose of the assignments is also to test how far you can apply the concepts to event management. Hence you are free to use as many examples and illustrations in your answers.

It is advised that answers should not be copied directly from the Self Learning Material (printed content) that has been given to you.

SOME DO'S AND DON'T'S ABOUT SENDING IN ASSIGNMENTS

Some Do's

- 1) When you receive the assignment, check it immediately and ask for the missing page(s), if any.
- 2) Submit your assignments on time at your Study Centre. By doing so, you can benefit from your Counselor's comments on your submitted response sheets.
- 3) Maintain an account of the assignments sent to us and the corrected sheets received by you. This will help you maintain the schedule of your work and avoid the possibility of sending the same assignment a second time.

Some Don'ts

- 1) Do not remind us to send back the corrected response sheets. These will be sent to you at the earliest possible.
- 2) Do not misplace / lose your graded assignments. You will need these till the Course is completed.
- 3) Do not enclose doubts for clarification along with the assignment. If you want to draw our attention to something of urgent/important nature, email us separately. Give your roll number, name, address, the title of the Course, the number of the assignment, etc. on top of your letter.

- 1) Write your roll number, name, full address and date on top right corner of the first page of your response sheets.
- 2) Submit each assignment separately. Write the Course title, assignment number and the name of the Study Centre you are attached to, in the center of the first page of your response sheets.

The top of the first page of your response sheets should look like this:

Enrolment No.....	Name.....
Course Title.....	Address.....
Assignment No.....
Study Centre.....	Date.....

Please follow the above format strictly. If you do not follow this format, we will be compelled to return your script to you for re-submission.

- 3) Read the instructions related to assignments printed in the Programme Guide in Section 7.
- 4) Please note that unless you submit all the five assignments contained in this booklet within the stipulated time, you would not be permitted to appear for the term-end examination for the respective Course.
- 5) Submit all the 3 Sections - Long Answer Question, Medium Answer Questions, and Short Answer Questions - of each assignment together, otherwise your assignment would be returned to you without being evaluated.

**DIPLOMA IN EVENT MANAGEMENT
(DEVMT)**

ASSIGNMENTS (July 2024 and January 2025 session)

**SCHEDULE FOR SUBMISSION OF ASSIGNMENTS
For BHC-011, BHC-012, BHC-013, BHC-014 and BHC-015**

Assignment Number	Last Date of Submission	Whom to Send
BHC-011/AST/TMA-1/2024/2025	31st March 2025 for July 2024 students 30th June 2025 for January 2025 students	The Coordinator of Your Study Centre
BHC-012/AST/TMA-2/2024/2025		
BHC-013/AST/TMA-3/2024/2025		
BHC-014/AST/TMA-4/2024/2025		
BHC-015/AST/TMA-4/2024/2025		

Course Code: BHC-011
Course Title: Basics of Event Management
Assignment No.: BHC-011/AST/TMA-1/2024/ 2025
Total Marks: 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700-900 words. Medium answer should not exceed 400-500 words each. Short answers should not exceed 200 words each.

Long Answer Questions

Maximum Marks: 30

(30 x 1=30)

Attempt any **One** of the following:

- 1) Describe any four types of events in detail based on the purpose or sector to which they belong. Give examples wherever necessary.
- 2) What are the different types of structures of business organization? Explain SWOT analysis of an event management company using suitable examples.
- 3) Write an essay on the skills and competencies required by an event manager to emerge as a professional leader.

Medium Answer Questions

Maximum Marks: 40

(20 x 2=40)

Attempt any **Two** of the following:

- 1) Explain marketing management of an established event management company.
- 2) What are the benefits of a business plan? Explain the content and structure of a business plan.
- 3) Write about the importance of Human Resource Management (HRM) in events in brief. How are recruitment, selection and placement done for the achievement of event goals?
- 4) Explain the planning and steps in building portfolios that can be used to the advantage of an event management company.
- 5) Discuss communication requirements in events, using suitable examples.

Short Answer Questions

Maximum Marks: 30

(5 x 6=30)

Write short notes on any **Five** of the following:

- 1) Regional and Mega events.
- 2) Opportunity and resource analysis.
- 3) Break-even analysis
- 4) Six entrepreneurial competencies required by an event entrepreneur.
- 5) Four characteristics of events
- 6) Public speaking and personal meetings
- 7) Life cycle of an event organization
- 8) Failure of start-up Event Management Companies

Course Code: BHC-012
Course Title: Event Planning
Assignment No.: BHC-012/AST/TMA-2/2024/2025
Total Marks: 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700-900 words. Medium answer should not exceed 400-500 words each. Short answers should not exceed 200 words each.

Long Answer Questions

Maximum Marks: 30
(30 x 1=30)

Attempt any **One** of the following:

- 1) Elaborate on the feasibility assessment parameters / domains of an event.
- 2) Give a detailed account of the types of risks related to events and those encountered during events.
- 3) Describe event design in detail. Draw/paste pictures/ images wherever necessary.

Medium Answer Questions

Maximum Marks: 40
(20 x 2=40)

Attempt any **Two** of the following:

- 1) Explain the elements of the strategic event planning process?
- 2) What are the elements of event logistics? Explain.
- 3) What do you understand by bidding? Explain the key bid components and criteria.
- 4) Describe the steps in developing a strategic event plan.
- 5) Write an essay on the contract management process.

Short Answer Questions

Maximum Marks: 30
(5 x 6 =30)

Write short notes on any **Five** of the following:

- 1) Seven facets of event design
- 2) Four critical factors in winning a bid
- 3) Licenses and approvals for events
- 4) GST and LBET
- 5) Requirements of a good event proposal
- 6) Risk management and Emergency Response Plan
- 7) Components of a contract
- 8) Two theories on motivation

Course Code: BHC-013
Course Title: Event Coordination and Control
Assignment No.: BHC-013/AST/TMA-3/2024/2025
Total Marks: 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700-900 words. Medium answer should not exceed 400-500 words each. Short answers should not exceed 200 words each.

Long Answer Questions

Maximum Marks: 30

(30 x 1=30)

Attempt any **One** of the following:

- 1) Explain the event implementation and execution phases in detail, using diagrams wherever necessary.
- 2) Describe the elements of event staging in detail. Use illustrations wherever necessary.
- 3) Discuss MICE Events. Also give your own case study of an activation / exhibition.

Medium Answer Questions

Maximum Marks: 40

(20 x 2=40)

Attempt any **Two** of the following:

- 1) Discuss the different phases of project management in events.
- 2) Describe staging in the context of event management?
- 3) Write about name the different style of seating.
- 4) Describe selection of colours and mood board.
- 5) Explain the importance of light in stage decoration.

Short Answer Questions

Maximum Marks: 30

(5 x 6=30)

Write short notes on any **Five** of the following:

- 1) Process of control in event management
- 2) Objectives of control methods
- 3) List down the activities which ensure financial control during event management
- 4) Event evaluation process
- 5) Types of information
- 6) Quantitative evaluation approach
- 7) Business events
- 8) Fairs and expos

Course Code: BHC-014
Course Title: Event Marketing and Promotion
Assignment No.: BHC-014/AST/TMA-4/2024/2025
Total Marks: 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700-900 words. Medium answer should not exceed 400-500 words each. Short answers should not exceed 200 words each.

Long Answer Questions

Maximum Marks: 30

(30 x 1=30)

Attempt any **One** of the following:

- 1) Write about any two Ps of event marketing as marketing-mix tools. Further explain the Ps framework proposed by Getz and Allen et.al in detail.
- 2) Describe the relevance of Market Segmentation to Event Management Companies. Write about the five options of targeting in the context of events.
- 3) Explain sales promotion, its importance and strategies.

Medium Answer Questions

Maximum Marks: 40

(20 x 2=40)

Attempt any **Two** of the following:

- 1) Describe the different tools that can be used effectively to analyse event marketing environment.
- 2) Explain the role of destination marketing organisations and convention bureaus in holding events,
- 3) What is event positioning? How does an Intellectual Property help in maintaining its desired image and in event positioning? Give example.
- 4) Explain Integrated Marketing Communications. How can E-marketing be integrated in the event marketing strategy?
- 5) Explain the selection and execution of advertising message.

Short Answer Questions

Maximum Marks: 30

(5 x 6=30)

Write short notes on any **Five** of the following:

- 1) Brand identity
- 2) Risk versus Return Matrix
- 3) Any two events based on image transfer
- 4) Direct Marketing
- 5) Viral Marketing and e-WOM
- 6) Factors affecting media selection
- 7) Press conference
- 8) Contribution of personal selling to event marketing

Course Code: BHC-015
Course Title: Event Financing and Accounting
Assignment No.: BHC-015/AST/TMA-5/2024/2025
Total Marks: 100

Note: This assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 700-900 words. Medium answer should not exceed 400-500 words each. Short answers should not exceed 200 words each.

Long Answer Questions

Maximum Marks: 30

(30 x 1=30)

Attempt any **One** of the following:

- 1) Write an essay on sponsorship of events.
- 2) What are the pricing strategies used by event marketers? Describe in detail.
- 3) What are the principles of budgeting? Explain the steps involved in budget construction of events.

Medium Answer Questions

Maximum Marks: 40

(20 x 2=40)

Attempt any **Two** of the following:

- 1) Briefly write about the books that are used for recording transactions.
- 2) What is the accounting cycle of an event project? Explain the functions of accounting.
- 3) Explain briefly the following: income statement, balance sheet and cash flow statement.
- 4) Explain the guidelines regarding taxation of income.
- 5) What are some common financial challenges encountered during event management?

Short Answer Questions

Maximum Marks: 30

(5 x 6 =30)

Write short notes on any **Five** of the following:

- 1) Sponsorship proposal
- 2) Features of event audit
- 3) On-site event auditing
- 4) Types of bookkeeping systems
- 5) Trial balance
- 6) Types of accounting
- 7) Continuation and Zero-based Budgeting
- 8) Two common financial challenges

